

# ***Wethersfield Tourism Commission***

## ***Meeting Minutes***

Tuesday, January 25, 2011 5:30 pm  
Town Hall, Basement Meeting Room

- 1) Call to order – Chair Traczyk called the meeting to order at 5:34 p.m.
- 2) Roll call (5 members required) \_ Members in attendance: Traczyk, Sullivan, Hall, Aforismo, McHugh and Ford. Also in attendance Council member Kotkin and Peter Gillespie, Town Planner.
- 3) Approval of Minutes – November 2010 Meeting – Carol Hall motioned to approve the minutes with Katie Sullivan seconding the motion and all members voting in favor.
- 4) Open issues (Old Business)
  - a) CT Culture & Tourism Cooperative Marketing & Challenge Grants – Chair Traczyk thanked Mr. Gillespie for preparing and submitting the two grant applications. Mr. Gillespie reported that he had filed a grant application to continue the magazine style ad insert in the Ct getaway guide and included the ibrochure in the grant request. Mr. Gillespie reported that the grant request is valued at \$11,864, the match is \$3,559 and the total project is valued at \$15,423. Mr. Gillespie reported that the second grant request is a marketing challenge grant. The request include funding for a variety of marketing initiatives: website redesign, print ad redesign, rack card design and printing, postcard design and printing and rack card distribution. The total project costs would be \$31,450, the grant request would be \$11,725 with a match of cash and in-kind services of \$19,725. Both grant requests were submitted through the Historical Society.

Chair Traczyk reported that she had spoken with Madden Media and they have agreed to set up an ibrochure eblast free of charge for Historic Wethersfield.
  - b) Certified Local Government – Chris Traczyk suggested that a meeting with the State Historic preservation Office is set up to discuss whether this would be a good match for the community. Peter Gillespie will pursue.
- 5) New Business
  - a) 2011-2012 Budget – Peter Gillespie distributed a copy of the budget status for review. Members discussed possible needs, grant matches, brochure distribution and agreed that the Commission should request the same budget amount as last year \$17,500. Dorcas McHugh motioned to approve a budget amount of \$17,500, Katie Sullivan seconded the motion and the vote showed all members in favor. Jeff Kotkin reported that the budget discussion had not started yet so that it was unclear as to the direction of the budget at this time.
  - b) E brochure – Madden – See discussion under Grants.
- 6) Reports – Affiliate Commissions/Organizations

- a) Economic Development & Improvement Commission – D McHugh reported that the Commission will be receiving an additional \$250,00 for façade funding, the Town Guide had been completed, the wayfinding bid documents were being prepared and the Salute to Business was a great success.
  - b) Central CT Culture & Tourism - G. Munroe – No report
  - c) Greater Hartford Convention & Visitors - C. Hall reported on the opportunity to list on their website
  - d) OW Shopkeepers – C. Ford reported on plans for an event on February 12 and joint advertisement to promote Valentine’s Day.
  - e) WHS – Elaine St. Onge – No report.
  - f) WDS – Katie Sullivan reported on tours planned in February for African American History and a cooking and Victorian clothing lecture in March.
- 7) Other Business
- a) Stakeholders Meeting – Chris Traczyk suggested that a Stakeholders meeting is scheduled for February.
  - b) Peter Gillespie reported that Comstock Ferre is planning an event for June 5.
- 8) Adjournment – Chair Traczyk adjourned the meeting at 6:40 pm

Respectfully Submitted

Peter Gillespie

Director of Planning and Economic Development